

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

--	--	--	--	--	--	--	--	--	--	--	--

# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 1, 2019/2020

**LAW0015 – ACADEMIC WRITING**  
(FAC1)

18 OCTOBER 2019  
9:00 a.m – 11:00 a.m  
( 2 Hours )

---

### INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO** pages with **TWO** sections only.
2. Write all of your answers in the Answer Booklet.

## SECTION A: ERROR ANALYSIS [10 MARKS]

**Instructions:** Read the extract carefully and identify **TEN** errors in mechanics of writing.  
Identify and correct the errors.

**Example:**

No	Line No	Error	Correction
0	1	When is the last time you saw a movie in theatres.	When is the last time you saw a movie in theatres?

### The Netflix Effect

When is the last time you saw a movie in **theatres**. How about the last 1 time you watched a movie or show on Netflix? If you are like most consumers, you have done the second thing more often. Even as movies bring in record amounts of money at the box office, Netflix grows its number of subscribers by around 10 percent a year and now it has an estimated more than 59 million 5 subscribers in the US alone. There is no doubt Netflix is the definitive modern-media company, and its impact is felt in a number of industries. It is what experts call the Netflix Effect.

Before Netflix, consumers went to the movies, rented VHS tapes or DVDs and to watch whatever was on live TV. Now, consumers can stream content instantly to any device, anywhere. Netflix has changed how consumers access film and TV. They are no longer tied to the TV and forced to sit through commercials. Instead of paying for cable plans, a growing number of Americans are cutting the cord and only using streaming services. It is reported that as of 30 April 2018, the number of people who cut the cord increased by nearly 33 percent, to 33 million people. At the same time, Netflix users are increasing. Consumers prefer the flexibility of being able to watch what they want when they want to. 10 15

One of the biggest factor for consumers deciding how to view content is the programming. Consumers do not want to pay for content they will not watch. Netflix spends a staggering 13 billion dollars on content in 2018, with around 85 percent of that going to original shows. Alan Harris, one of the directors at content Netflix creation said, “original content is what stands out to viewers”. They can watch most network shows in multiple places, but they can only get original content straight from Netflix. The content creation side of the company seems to be hitting on all cylinders. The Netflix original movie *Bird Box* was watched by 45 million accounts its first weekend. When translated to box office dollars, the movie would smash anything currently in theaters. 20 25

Netflix was one of the first companies to use new internet technology to drive nearly its entire business model. The service started as a mail-order DVD company, but now just a sliver of its customers actually get their DVDs by mail. Instead, Netflix relies on the internet to share its products with customers around the world. 30

The online business model has also allowed Netflix to collect huge amount of data on its customers. Netflix’s AI-powered algorithm creates 35 personalised recommendations for each user based on: preferences, watch

Continued...

history, ratings and demographics. The recommendations are usually incredibly accurate. According to Netflix, 80 percent of watched content comes from recommendations. In an age where brands across all industries are trying to predict what customers want next and create personalised recommendations, Netflix is setting the bar. Netflix also understands the need to constantly be innovating. The company has changed drastically from its original form of a DVD service. Looking for new technology and to stay ahead of trends help it defines and disrupts the industry.

40

What is the Netflix Effect? It is a move towards more convenient, personalised content. The success of Netflix shows that consumers want products that are easy to use and tailored to match their preferences. Every company, no matter the industry, can learn from Netflix and apply the principles of innovation, disruption and personalisation. If they do not, they run the risk of being disrupted by the growing media giant that is Netflix.

50

Adapted from: Morgan, Blake. February 19. *The Netflix Effect*. Retrieved from: <https://www.forbes.com/sites/blakemorgan/2019/02/19/what-is-the-netflix-effect/#30e256245640>

## SECTION B: ESSAY WRITING [40 MARKS]

**Instructions:** Write **ONE** essay from the following three options. Your essay should be around 600 words.

1. The birth of Social Media has both positive and negative impacts on lifestyles. Bowing to pressure from the netizens due to cultural inappropriacy, Kim Kardashian West, who previously decided to rebrand the word Kimono and making it a name for her undergarment shapewear line, had decided to change to a less controversial name. Discuss how social media can influence towards positive or negative reformation by stating specific examples.
2. Professor of Political Science and International Affairs at the University of Mary Washington, Dr Stephen J. Farnsworth said “One should avoid ‘junk food’ journalism, seek quality over quantity and be mindful of the news source to fight the scourge of fake news.” Discuss the impact of fake news on the society.
3. One of the ways to promote unity among various races in the country is through education system which begins in school. However, promoting good values and harmony can be a very challenging task. State the comparisons between in the past and the present challenges of promoting unity among different races.

End of paper